

We claim:

1. In an adhesive-backed magnetizable article or card, the improvement wherein the article or card comprises:

a magnetizable base member;

a printable sheet material non-magnetic surface affixed to said magnetizable base member;

an adhesive layer containing a plurality of non-adhesive voids or openings to facilitate ease of peel and non-marring of the printable sheet material; and

a backing or liner layer non-permanently bonded to said adhesive layer.

~~2. The adhesive-backed magnetizable article of claim 1 wherein said plurality of non-adhesive voids or openings is disposed along one section of the adhesive.~~

3. The adhesive-backed magnetizable article of claim 1 wherein said plurality of non-adhesive voids or openings span only a portion of the thickness of said adhesive.

4. The adhesive-backed magnetizable article of claim 2 wherein said adhesive is additionally scored or serrated.

5. The adhesive-backed magnetizable article of claim 3 wherein said adhesive is additionally scored or serrated.

6. In an adhesive-backed magnetic article or card, the improvement wherein the article or card comprises:

a magnetic base member;

a printable sheet material non-magnetic surface affixed to said magnetic base member;

an adhesive layer containing a plurality of non-adhesive voids or openings to facilitate ease of peel and non-marring of the printable sheet material; and

a backing or liner layer non-permanently bonded to said adhesive layer.

7. The adhesive-backed magnetic article of claim 1 wherein said plurality of non-adhesive voids or openings is disposed along one section of the adhesive.

8. The adhesive-backed magnetic article of claim 6 wherein said plurality of non-adhesive voids or openings span only a portion of the thickness of said adhesive.

9. The adhesive-backed magnetic article of claim 8 wherein said adhesive is additionally scored or serrated.

10. The adhesive-backed magnetic article of claim 9 wherein said adhesive is additionally scored or serrated.

11. In an adhesive-backed magnetizable article or card, the improvement wherein the article or card comprises:

a magnetizable base member;

an adhesive layer containing a plurality of non-adhesive voids or openings to
facilitate ease of peel of a release liner; and

a release liner disposed on said adhesive layer.

12. The adhesive-backed magnetizable article of claim 11 wherein the release liner is silicone coated.

13. The adhesive-backed magnetizable article of claim 12 wherein the adhesive layer further contains a carrier film.

14. In an adhesive-backed magnetic article or card, the improvement wherein the article or card comprises:

a magnetic base member;

an adhesive layer containing a plurality of non-adhesive voids or openings to
facilitate ease of peel of a release liner; and

a release liner disposed on said adhesive layer.

15. The adhesive-backed magnetic article of claim 14 wherein the release liner is silicone coated.

16. The adhesive-backed magnetic article of claim 15 wherein the adhesive layer further contains a carrier film.

17. In an adhesive-backed magnetizable or magnetic article or card, the improvement wherein the article or card comprises:

- a magnetizable or magnetic base member;
- a first printed surface layer affixed to said magnetizable or magnetic base member;
- a removable adhesive layer containing a plurality of non-adhesive voids or openings; and

- a second printed surface layer attached to the removable adhesive layer containing the plurality of non-adhesive voids or openings.

18. The adhesive-backed magnetizable or magnetic article of claim 17 wherein said ~~plurality of non-adhesive voids or openings is disposed along one section of the adhesive.~~

19. The adhesive-backed magnetizable or magnetic article of claim 17 wherein said plurality of non-adhesive voids or openings span only a portion of the thickness of said adhesive.

20. The adhesive-backed magnetizable or magnetic article of claim 18 wherein said adhesive is additionally scored or serrated.

21. The adhesive-backed magnetizable or magnetic article of claim 19 wherein said adhesive is additionally scored or serrated.

22. The adhesive-backed magnetizable or magnetic article of claim 17, wherein said first printed surface layer is an advertisement and said second printed surface layer attached to said adhesive layer is a coupon.